IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with <u>underlining</u> and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 2-20 and ADD new claims 21-23 in accordance with the following:

1.   (Previously Presented) An advertisement information providing system comprising:

card sending service providing means for providing a card sending service for sending a card attached with an optional message to a specified addressee;

first preference trend input means for inputting preference trends of said addressee;

first advertisement information selection means for selecting advertisement information suitable for the preference trends of the addressee input by said first preference trend input means; and

advertisement information adding means for adding advertisement information selected by said first advertisement information selection means to said card.

2.   (Currently Amended) An advertisement information providing system according to claim 1, further comprising:

second preference trend input means for inputting preference trends of a card sending client;

second advertisement information selection means for selecting advertisement information suitable for the preference trends of said <u>card</u> sending client input by said second preference trend input means; and

advertisement information presentation means for presenting advertisement information selected by said second advertisement information selection means to said <u>card</u> sending client.

3.   (Currently Amended) An advertisement information providing system according to claim 1, wherein said first advertisement information selection means comprises:

advertisement information display means for selecting a plurality of advertisement information suitable for the preference trends of the addressee input by said first preference trend input means, and displaying a plurality of advertisement information selected for ~~said~~ <u>a</u> <u>card</u> sending client;, and

second advertisement information selection means for making said card sending client select one piece of advertisement information from amongst the plurality of advertisement information displayed by said advertisement information display means.

4.   (Currently Amended) An advertisement information providing system according to claim 1, wherein there is provided further comprising: sending history stor storing generation means for storing a card sending history for said a card sending client, and said first advertisement information selecting means, based on the card sending history stored by said sending history stor storing generation means, selects advertisement information suitable for the preference trends of the addressee, except for advertisement information which has already been provided to said addressee.

5.   (Currently Amended) An advertisement information providing system according to claim 1, wherein there is further comprising provided:

utilization frequency counting means for counting a utilization frequency of the card sending service by said a card sending client; and

additional information change means for changing additional information to be added to said card, based on the utilization frequency counted by said utilization frequency counting means.

6.   (Currently Amended) An advertisement information providing system according to claim 5, wherein there is further comprising provided:

card sending means for sending a card attached with said advertisement information and said additional information to said card sending client; and

first advertisement information output means for outputting advertisement information specified by said additional information, by simultaneously inputting additional information added to the card sent to said addressee and additional information added to the card sent to said card sending client.

7.   (Currently Amended) An advertisement information providing system according to claim 1, wherein there is further comprising provided:

advertisement identification information adding means for adding advertisement identification information for identifying non-visual advertisement information to said card; and

second advertisement information output means for outputting non-visual advertisement information specified by said advertisement identification information, based on the

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advertisement identification information added by said advertisement identification information adding means.

8.   (Currently Amended) An advertisement information providing system, comprising:

card sending service providing means for providing a card sending service for sending a card attached with an optional message to a specified addressee;

preference trend input means for inputting preference trends of a card sending client;

advertisement information selection means for selecting advertisement information suitable for the preference trends of said card sending client input by said preference trend input means; and

advertisement information presentation means for presenting advertisement information selected by said advertisement information selection means to said card sending client.

9.   (Currently Amended) An advertisement information providing method, comprising:

a card sending service providing step for providing a service for sending a card attached with an optional message to a specified addressee;

an advertisement information adding step for inputting preference trends of said addressee, selecting advertisement information suitable for the input preference trends of said addressee, and adding selected advertisement information to said card; and

an advertisement information presenting step for inputting preference trends of a card sending client, selecting advertisement information suitable for the input preference trends of said card sending client, and presenting selected advertisement information to said card sending client.

10.   (Currently Amended) An advertisement information providing method according to claim 9, wherein said advertisement information adding step selects a plurality of advertisement information suitable for the input preference trends of the addressee, displays a plurality of advertisement information selected for said card sending client, and makes said card sending client select one piece of advertisement information from amongst the displayed plurality of advertisement information.

11.   (Currently Amended) An advertisement information providing method according to claim 9, wherein said advertisement information adding step, based on a card sending history

for said card sending client, selects advertisement information suitable for the preference trends of said addressee except for advertisement information which has already been provided to said addressee.

12. (Currently Amended) An advertisement information providing method according to claim 9, ~~wherein there is~~ further comprising:

~~provided~~ an additional information change step for changing additional information to be added to said card, based on ~~the~~ a utilization frequency of the card sending service by said card sending client.

13. (Currently Amended) An advertisement information providing method according to claim 12, ~~wherein there is~~ further comprising ~~provided~~:

a card sending step for sending a card added with said advertisement information and said additional information to said card sending client; and

a first advertisement information output step for outputting advertisement information specified by said additional information, by simultaneously inputting additional information added to the card sent to said addressee and additional information added to the card sent to said card sending client.

14. (Currently Amended) An advertisement information providing method according to claim 9, ~~wherein there is~~ further comprising ~~provided~~;

~~a second~~ an advertisement information output step for adding advertisement identification information for identifying non-visual advertisement information to said card, and outputting the non-visual advertisement information specified by said advertisement identification information, based on the added advertisement identification information.

15. (Currently Amended) A computer readable recording medium ~~recorded with~~ having an executable advertisement information providing program ~~for realizing on~~ thereon to control a computer by:

~~a card sending service providing function for~~ providing a card sending service for sending a card attached with an optional message to a specified addressee;

~~an advertisement information adding function for~~ first inputting preference trends of said addressee~~;~~

first selecting advertisement information suitable for the input preference trends of said addressee~~; and~~

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adding selected advertisement information to said card; ~~and~~

~~an advertisement information presenting function for~~ second inputting preference trends of a card sending client~~;~~,

second selecting advertisement information suitable for the input preference trends of said card sending client~~;~~, and

presenting selected advertisement information to said card sending client.

16.   (Currently Amended) A computer readable recording medium ~~recorded with an advertisement information providing program~~ according to claim 15, wherein said ~~advertisement information adding function~~ first inputting, said first selecting and said adding select ~~selects~~ a plurality of advertisement information suitable for the input preference trends of the addressee, displays a plurality of advertisement information selected for said card sending client, and makes said card sending client select one piece of advertisement information from amongst the displayed plurality of advertisement information.

17.   (Currently Amended) A computer readable recording medium ~~recorded with an advertisement information providing program~~ according to claim 15, wherein said ~~advertisement information adding function~~ first inputting, said first selecting and said adding, based on a card sending history for said card sending client, selects advertisement information suitable for the preference trends of said addressee except for advertisement information which has already been provided to said addressee.

18.   (Currently Amended) A computer readable recording medium ~~recorded with an advertisement information providing program~~ according to claim 15, ~~wherein there is further provided an additional information change function for~~ further comprising:

changing additional information to be added to said card, based on ~~the~~ a utilization frequency of the card sending service by said card sending client.

19.   (Currently Amended) A computer readable recording medium ~~recorded with an advertisement information providing program~~ according to claim 18, ~~wherein there is~~ further comprising ~~provided~~:

~~a card sending function for~~ sending a card added with said advertisement information and said additional information to said card sending client; and

~~a first advertisement information output function for~~ outputting advertisement information specified by said additional information, by simultaneously inputting additional information added

to the card sent to said addressee and additional information added to the card sent to said <u>card</u> sending client.

20.   (Currently Amended) A computer readable recording medium ~~recorded with an advertisement information providing program~~ according to claim 15, ~~wherein there is~~ further comprising ~~provided~~:

~~a second advertisement information output function for~~ adding advertisement identification information ~~for~~ identifying non-visual advertisement information to said card, and outputting non-visual advertisement information specified by said advertisement identification information, based on the added advertisement identification information.

21.   (New) An information providing system comprising:

a card sending unit to send a card attached with an optional message to a specified addressee;

an input unit to input preference trends of said addressee;

a selection unit to select advertisement information to fit the preference trends of the addressee input by the input unit; and

an adding unit to add the advertisement information selected by the selection unit to the card.

22.   (New) An information providing method comprising:

sending a card attached with an optional message to a specified addressee;

inputting preference trends of said addressee;

selecting first advertisement information to fit the input preference trends of said addressee;

adding the selected first advertisement information to said card;

inputting preference trends of a card sending client;

selecting second advertisement information to fit the input preference trends of said card sending client; and

presenting the selected second advertisement information to said card sending client.

23.   (New) A computer readable recording medium having an executable program thereon to control a computer by:

a card sending program part sending a card attached with an optional message to a specified addressee;

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a first trend program part inputting preference trends of said addressee;

a first selection program part selecting advertisement information to fit the input preference trends of said addressee;

an adding program part adding the selected advertisement information to said card;

a second trend program part inputting preference trends of a card sending client;

a second selection program part selecting advertisement information to fit the input preference trends of said card sending client; and

a presentation program part presenting the selected advertisement information of said card sending client to said card sending client.